NEW YORK, SUNDAY, OCTOBER 5, 1902. - copyright, 1962, by The Sun Printing and Publishing Association

#### Shirt Waistings.

Spinners, dyers, designers have done their best with weaves meant for Waists of Autumn. Glance along the line - many woven effects, many color mixes, many soft shimmers brought out by Mercerizing.

Can't tell of all the styles-too varied. But this brief list may catch your eye and make you wish to see and learn more.

All-wool French Waistings, dainty Mercerized stripes, nine fine color combinations, 27 in. wide All-wool Crepe Cloth, enhanced by black Mercerized stripes on gray, reseda, castor, cardinal, pink, cherry and white grounds, 27 in.

All-wool' Imported Waistings. charming kinds, including nearly retail at 75c.; our price. Imported Crinkle Cloth, delicate white stripes on pale blue, pearl gray, tan. reseda, cardinal, pink, ruby, navy royal black, white and ecru 660  $66^{\circ}$ 

Tamise Cloth, highly-finished Mercerized stripes, twelve color plays, 68c

All-wool Saxony Flannel, finest qual ity, twelve patterns, including fancy stripes, advertised by others at \$1.00; our price

faced Black Velvet soft-finished--deep. thick pile suitable for millinery and dress uses Sold by others 19 inches at \$1.00.

Silk-faced Black Velvet the drapeful, graceful quality for costumes and long Sold by others

at \$2.50.

#### White Goods.

White Fleece-lined Pique, something new, many pretty designs, ideal for waists, kimonos and house gowns, light and heavy qualities -26c. to 87c. a yard.

Heavy Mercerized Madras and Chev iot, firm basket weave, 34c., 44c., 54c. and 59c.

India Linon, 32 in. wide, for women's underwear, children's dresses and aprons, 10c., 12c. and 17c.

#### Flannelettes, 12c.

It was a bright manufacturer who applied the genius of a high-priced designer to enrich these flannelly Flannelettes. Creamy grounds; colored grounds-ribbony stripes, dainty stars, circles, checks; quaint lattice effects and artistic Persian band borders for trimming-anything, everything but the passe beowered and over-ornate stripes that until now have kept you, of refined tastes, from using a weave which is excellent and desirable in so many

At arm's length you'd think the price would be 25c.; it is 12c.

## Blankets.

Eastern Wool Blankets, extra heavy, pink, blue and red borders, manufacturer's slight imperfections, practically imperceptible.

10-quarter size, \$1.69 11-quarter size, \$1.98 Berkshire Wool Blankets, very soft satin finish, bound with silk ribbon.

10-quarter size, \$2.04 11-quarter size, \$2.61

12-quarter size, \$3.69 California Blankets, strictly all-wool warp and filling, light blue and pink borders.

11-quarter size, \$3.74 12-quarter size, \$4.69 Luxurious 11-quarter Lamb's Wool California Blankets, with a tiny sprinkling of fine spool cotton in the warp to prevent shrinking, bound all around with silk, \$4.94.

#### High-Grade California Blankets.

11-quarters, \$6.02 and \$7.67 12-quarters, \$7.49 and \$8.44 Slumber Robes, six artistic designs on green, light gray, black, fawn and white grounds, 58x72 in., 94c.

## Bed Spreads.

Crochet Bed Spreads, full size, extra heavy, three centre piece designs, hemmed ready for use, 89c.

Honeycomb Bed Spreads, single size, five-inch hand-made fringe all around.

Honeycomb Bed Spreads, full size, fringed, several heavy raised patterns to choose from, \$1.24.

Sheets and Pillow Cases. Sheets and Pillow Cases, made of strong, superior, full-bleached musin, hems two inches wide, torn from

the piece and ironed. Sheets, 54x90 in., 33c. Sheets, 63x90 in., 37c. Sheets, 72x90 in., 42c. Sheets, 81x90 in., 49c. Sheets, 90x90 in., 52c. Sheets, 90x99 in, 54c.

Cases, 42x36 in., 10c. Cases, 45x36 in., 11c. Cases, 50x36 in., 12c. Cases, 54x36 in., 13c.

#### Liberal price-concessions on many elegant imported things hurried over for the new store, which we expected would be ready by this time.

## Trimmed \$ Hats

Compare our Trimmed Hats as \$4.74 with the ones sold by others at \$5.00. The price-difference-26c. - is not too small to be unimportant. But we DO wish you to consider the quality-and-style difference. The superiority of our products comes out strong and full at both points.

#### Richly Trimmed Hats.

Dur words to-day are for the tasteful and frugal. We have created and we have been pillering-liching -copying the finest effects evolved by the artistic and fertile brains of Paris. The novelties that have been launched with success are here at half what others charge for the orig-

Coat the children before nurse takes them for their early morning and late afternoon airing. Here's a lot of handsome garments - not delicate, frilly things -but snug and serviceable-for babies from six months to two years old. Prices are so low because the garments were fortu-

Coats, made of cream Bedford cord, trimmed with wide ruffle and braid, \$1.24.

Coats, made of cream Bedford cord finished with cape, trimmed with lace inserting and satin ribbon, \$1.98. Coats, made of cream ripple eider-down, large collar, trimmed with

## Women's Underwear.

Women's Shaped Ribbed Fleecelined Vests, long and short sleeves, silk tapes and pearl buttons; Pants to match, French bands, 24c.

Women's Shaped Ribbed Cotton Vests, high neck, long and short sleeves, handfinished; Pants to match, made with French bands, 46c.

Women's Shaped Ribbed Merino Vests ing, Pants to match, 74c.

Women's Imported Swiss Ribbed Merino Vests, finished with silk ribbon, long sleeves, \$1.29; short sleeves, \$1.09

Men's Natural Merino Shirts, pearl buttons, ribbed bottoms; Drawers to match, double gussets, taped seams,

cellent quality, taped seams; Drawers to match, double gussets and tape

tons, \$1.59.

## Axminster Rugs.

Seamless Axminster Rugs, two fine designs in the soft color blending that people of quiet, refined tastes like so well; 9x12 feet; ordinarily we would sell them at \$32.98; the price is \$26.98.

tiful Oriental patterns and coloringsrich styles; rich qualities. The money you've set aside for Rugs couldn't command better values than these.

Indian design; dark, red, Yale blue and green, accentuated with bits of black, are the controlling colorsthick, deep pile; strongly woven back. Just the Rug for hotel,

## Royal Wilton Rugs.

prices: -Size 81 x 101 ft..... \$23.98 Size 9 x 12 ft.....\$27.98

## Occidental Rugs.

Heavy Reversibe Worsted Rugs, Oriental designs, size 30x60 inches, sold by others at \$4.00; our price,

# R. H. Macy & Co.'s Attractions Are Their Low Prices.

China, Glassware, Bric-a-Brac, Lamps, Flower Pots-Don't Forget the Flower Pots. It Is So Much Easier for Us to Sell Them Than to Move Them When Our New Store Opens and This One Closes. That's Why It Is So Much Easier for You to Buy Now Than Ever Before. Reductions Are the Rule-Regular Prices the Exception.

## The World-Famed C. J. Bonnet & Cie.'s Black Silks at Phenomenally Low Prices.

The "Golden Horse and Jockey." That's the trade-mark woven on the end of every piece of genuine Bonnet Black Silk. It has been a proud and ramiliar heraldic for generations - distinguishing the Silk produced by the oldest and most renowned mills of Lyons, and worn by the nobility of France and lingland for a century, and by American women ever since the first yard was imported into this country. Bonn't's tabrics were gold medal winners at the Paris Exposition, and in other practical ways have achieved honor and distinction. The character of no Sik is more universally valued, and for that very reason we have secured big lots of the most desirable weaves to sell at reduced prices. The offerings are unique - really sensational - the sale will be an overwhelming success, because thousands of fair Gothamites are wise and thrifty enough to appreciate such

## Two Special Numbers Taffeta Made for Us by Bonnet. They Can't Be Found Anywhere Else.

## Black Taffetas.

Sold elsewhere | Our at 75c. a yard. Price, Sold elsewhere Our at 85c. a yard. Price, Sold elsewhere Our at \$1.15 a yard. Price, Sold elsewhere Our

at \$1.35 a yard. Price, Sold elsowhere Our \$1.19 at \$1.65 a yard. Price, Sold elsewhere Our \$1.37 at \$2.00 a yard. Price,

Black Peau de Soie. Sold elsewhere Our at \$1.10 a yard. Price, Sold elsewhere Our at \$1.35 a yard. Price. Sold elsewhere | Our \$1.19 at \$1.50 a yard. Price,

Sold elsewhere Our \$1.37 at \$1.85 a yard. Price, Sold else where Our \$1.59 at \$2.00 a yard. Price, Sold elsewhere Our \$1

at \$2.50 a yard. Price, Black Gros Grain.

Sold elsewhere | Our lat \$1.10 a yard. Price, Sold elsewhere ! Our at \$1.35 a yard. Price, Sold elsewhere | Our \$1.19 at \$1.50 a yard. Price, Sold elsewhere | Our

at \$1.85 a yard. Price, Black Satin Duchesse.

Sold elsewhere | Our at \$1.25 a yard. Price, Sold elsewhere Our at \$1.40 a yard. Price, Sold elsewhere Our \$1.19 at \$1.65 a yard. Price, Sold elsewhere Our \$1.37

# Women's Suits.

Women's Shirt Waist Suits, made of black and blue metallic dotted velvereen, box-plaited blouse, broad shoulder effect, trimmed with several rows of stitching and braid ornaments; flare gore skirt with stitched lap seams, \$12.96. Women's Suits, made of blue, black and brown cheviot, double-breasted

blouse, notch collar, braid straps, satin piping, lined with taffera; gote flare skirt, trimmed with several rows of stitching, inverted \$13.96 Plaits, lined with perca'ine. 13.
Women's Trainless Suits, made of blue, Oxford and brown Melton cloth strictly tailored, double-breasted blouse with fitted skirt, gathered sleeves, turn-over cuffs, lined with raffeta; nine-gore skirt, two stitched straps on each gore, in-verted flare plaits. \$21.74

Misses' Suits, made of black, blue and brown ladies' cloth, military blouse, velver collar, trimmed with braid and buttons, lined with taffera; side-plaited skirt, finished with braid straps, lined with percaline, sizes 14, 16 and 18 years and suitable for petite women,

Women's Skirts.

Women's Trainless Skirts, made of Oxford, medium gray and black Thibet, gore-flare, open seams, tailor stitched yoke effect formed of braid, \$6 49.

## Brooches.

Solid Go'd Brooches—manufactur. er's samples-tive hundred in the lot -knots, horseshoes wish-bones, sero is and half a score other conventional and fancy designs set with real opals, gainets and half

\$2.50 kind at \$1.40 \$4.50 kind at \$2.40 \$6.50 kind at \$3.94

The maker was bright enough to reproduce the costnest and most exclusive patterns. They are not spurious-but solid gold-wisely worn by those who have just ideas of economy.

We add to this sale five thousand yards of brilliant Black Taffeta Silk-a high-grade quality manufactured in this country -- heavy and perfect. Its wear is warranted by the maker, and by us, to meet every reasonable expectation. That guarantee is woven in the selvedge, and means all it

Sold elsewhere at 65c.; Our price, 43c.

at \$2.00 a yard. Price,

## Autumn's Greatest Carpet Sale.

Grand Carpets: lavish display; unequalled prices. No petty practices connected with this movement. We haven't collected and secured meagre price-concessions on sorts that proved unpopular and slow-selling in order to splurge and plunge. The goods that give interest to the sale are the best and prettiest from the most notable looms - not cuiled from - but compassing our entire stock, which was selected with cult vated taste controlled by practical knowledge of values. It's a mossback, old fogy notion that assumes our qualities are not right because our prices are so much less than elsewhere. The backbone of the business is bent for that purpose. Selling cheaper than others is the maxim and the fact of the Macy store.

Tapestry Brussels, many handsome designs and color combinations appropriate for parlors, dining rooms, halls and stairs. The appropriate for parlors, dining rooms, halis and stairs. The quality that others sell at 75c. a yard; our regular price 63c., reduced for this sale to

lors, dining rooms, halls and stairs large variety. The quality that others sell at 85c.; our regular price 69c.; reduced 57c for this sale to. Wool Velvet Carpets, in such well known makes as Higgins' and Smith's.

choice effects for parlors, chambers, dining rooms, halls and stairs. The quality that others sell at \$1.10; our regular price 69° 98c.; reduced for this special sale to Worsted Velvet Carpets, extra fine grade, the kind that wears next best

with or without borders. The kinds others sell at \$1.35 and \$1.50; our regular price \$1.24 and \$1.34; reduced for this sale Axminster Carpets the superlative, high grades, scores of graceful splashy floral patterns in clear, strong tints. The ideal floor covering for parlors and reception rooms. Sold by others at

One hundred Three-and-Five-piece Parior Suits have been marked down for quick selling. Highly-polished mahogany-finished trames, some

regular routine of delivering will make the final moving much earler.

> \$63.24 instead of \$82.49 \$86.24 instead of \$112.49 \$97.74 instead of \$127.49

\$32.24 instead of \$41.96 \$41.24 instead of \$53.96 \$41.24 instead of \$59.96 \$51.74 instead of \$67.96 \$57.49 instead of \$74.96 \$74.74 instead of \$07.40 \$97-74 instead of \$127.49

our price \$3.99.

#### Liberal price-concessions on many elegant imported things hurried over for the new store, which we expected would be ready by this time.

#### \$2.50 Corsets \$1.19.

They are "J. B's"—a brand that s becoming better known and betliked every day. Made of fine white or drab coutil and black sateen straight front, bias cut, long hips trimmed with lace, sizes 22 to 30 inches, sold by others at \$2.50, our price, \$1.19.

#### Women's Hosiery.

Women's Heavy Black Fleecelined Hose, good quality, double soles, heels and toes, 24c. Women's Black Cashmere Hose, full-

fashioned, double soles, heels and toes, Women's Imported Black Fleece-lined Hose, double soles, heels and toes, 29c

Women's Medium-weight Black Cash-

mere Hose, made of Australian yarn

#### double soles, heels and toes, 49c. Men's Half Hose.

Men's Imported Black Cotton Half Hose, all black and black with unbleached split feet, double soles, heels and toes, 19c.

Men's Black and Natural Heavy Wool Half Hose, double soles, heels and toes Men's Black and Natural Heavy Wool Half Hose, excellent quality, double

#### "Macyettes."

70c. for Women's \$1.25 Petricoats, made of black sateen, umbrella-shaped ruffle, finished with tucks and knife plaiting.

QQc. for Women's \$1.50 Petticoats, made of fine black sateen relieved by small white polka dots. umbrella-shaped ruffle, knife plaiting.

\$2.98 for Women's \$4.00 Bath Robes, made of warmthful wool eiderdown, large sailor collar, bound with satin ribbon, heavy worsted girdle.

94c. for Women's \$1.25 Waists, made of fine black sateen, tucked front and back, hemstitched turn-over collar and cuffs.

\$1.29 for Women's \$1.75 Waists, made of black-and-white checked sateen, Duchess style, trimmed with six large buttons.

\$1.39 for Women's \$2.00 Waists, made of good quality black alpaca, back and front stirched and

\$1.98 for Women's \$3.00 Waists, made of imported striped velveteen, charming Duchess style, finished with fancy studs.

for Women's \$3.50 Waists, 2.49 made of French twilled flannel, trimmed with stitched tucks and taffeta straps, fancy stock collar and buckle.

for Women's \$5.00 Waists, \$3.99 made of black and colored taffeta, front trimmed with fine tucks and crochet buttons: back with cluster tucks, new Bishop sleeves.

\$4.49 for Women's \$6.00 Waists, made of colored and black taffera, tucked and hemstitched yoke, front trimmed with four fancy abs and crochet buttons, large

deciding. Keep tasting and testing until the flavor you ike best is found. When your individual preference has been ascertained you may depend upon that particular brand being always the same. Its

> Vienna Coffee, Regular price,

During This

Upholstery Goods. Portieres, just received from the milis, newest designs; included are Silk Armures-Repp centres, with handsom: applique borders, and Reversible Mercerized Tapestry in solid

\$4.50 quality at \$2.98 \$5.75 quality at \$3.24 \$6 25 quality at \$3.74 \$6.96 quality at \$3.98

87.75 quality at \$4.98 \$8.25 quality at \$5.74 \$8.75 quality at \$6.48 \$12.00 quality at \$7.98

Bagdad effects, sold elsewhere at \$4.00; our price. \$2.24. Reversible Tapestry Couch Covers Oriental effects, sold elsewhere at

Reversible Tapestry Couch Covers

\$5.50; our price. \$2.49. Reversible Tapestry Couch Covers heavy knotted tringe, sold elsewhere at \$6.50: our price, \$3.98.

Gobelin Tapestry Table Covers: \$5.50 quality at \$3.89-2x2 yds. \$7.25 quality at \$5.98—2x211 yds

French Tapestry Table Covers:-\$6.25 quality at \$4.48 -2x2 yds \$8.25 quality at \$5.98-2x21/2 yds. Japanese Silk Embroidered Lambre-

\$6.25 quality at \$4.98 \$8.50 quality at \$5.98 \$9.25 quality at \$6.98 \$10.00 quality at \$7.98

## Silver-plated Ware.

Weight, strength and beauty of design to this Silver-plated Ware-in spite of the fact that prices are away under regular rates.

Rogers' and other standard qualities. Tea Spoons, set of six, 42c. Table Spoons, set of six, 83c. Dinner Forks, set of six, 83c.

Dinner Knives, warranted triple plate, set of six for \$1.10. Carving Sets, complete, 98c.

Fish Forks, Fish Knives, Jelly Spoons and Cheese Scoops, 29c. Sugar Tongs, 19c. Fruit Pocket Knives, 19c.

#### Gravy Ladels, 46c. Quadruple-plate.

Handsomely Mounted Glass Water Pitchers; Goblets, twenty styles; Spoon Holders, 98c twe.ve styles......

The nicest facilities are provided, so that you may indulge in the same tests that control our own selections.

Three-Day Sale,

Lily White Teas. Formosa, Oolong, English Breakfast Young Hyson and Mixed; sold by others at \$1.00 a pound: our 59c price during this three-day sale.

The new season's Catsup just arrived -our famous "Lily White" brand has no superior. Just sharp and piquant enough to whet the appetite

> Half pint bottles, 10c. Full pint bottles; 16c. Quart bottles, 21c. Gallon jar.

## "Peerless" Soups.

This brand is packed for us alone. Unsurpassed for quality and strength. Chicken, Chicken Gumbo and Mulligatawny, 15c. for pints; 21c. for quarts. All other kinds, 13c. for pints; 21c. for quarts.

bottles, 29c.; gallon cans, 9(c. Huyler's Caracas Cocoa, can, 9c. Menier Cocoa, can, 23c. Sardines in oil, quarter-pound cans, 5c.; a dozen cans, for 54c. Sardines in Mustard, three-quarter Gold Label Sardines, with mayonnaise dressing, three-quarter-pound cans, 11c Salmon, "Pride of the Navy" brand,

Caviare, eighth-pound cans, 15c.; quar-ter-pound cans, 28c.; half-pound cans, Boston Baked Beans, three-pound

Italian Paste, best quality imported, package, 10c. Sliced Smoked Beef, half-pound cans 14c.; pound cans, 23c.; half-pound jars 14c.; pound jars, 26c. Sliced Smoked Bacon, half-pound cans, 14c.; pound cans, 24c.; pound

jars, 26c. Imported Madras Curry Powder, threeounce bottles, Sc. Shredded Cocoanut, Schenp's, quarter-

pound cans, 15c. New California Evaporated Peaches.

pound packages, 16c. New Season's California Figs, pound packages, 12c. Red Star Laundry Soap, box of sixty large cakes, \$2.94; box of thirty large cakes, \$1.64.

hundred cakes, \$3.74; cake, 4c. four-pound packages, 15c.

10W Seet

mission of advertising. Casual vistors are naturally converted into Children's Coats. active customers. Values do it.

49

Dress Goods.

The little prices and short descrip-

come to see the goods. That's the

All-wool Satin-finished Venetian Cloth,

exquisitely woven fabrics, twenty-one

seasonable colors, 46 in. wide; 79° sold by others at \$1; our price

Wm. F. Read's Silk-and-wool Lans-

down, black, cream, ivory, and thirry-eight bright autumn shades;

sold by others at \$1.25; our QQC

Black Broadcloth, high satin fini

English Velvet Cord-wide welts-

one of the fabrics that rank with the

favorites - royal, navy, silver grav,

tan, olive, golden and nut brown.

seal, black, ivory and cream, sold by

Women's Coats.

The garment that pleases you-if

your presence doesn't conflict

with Fashion's law-is here. The

stock mirrors all the latest ideas.

And we are anxious to have the

truth of our prices established in

your convictions before the first

Women's Coats, made of bourette

cheviot, 20 inches long, close-fitting

back, straight dip front, coat collar made of velvet, every seam finished

Monte Carlo Coats, made of black

bourette cheviot, 32 inches long,

the shoulders, double cape finished

with coat collar made of velver, lined

with Skinner's guaranteed satin,

of black and Oxford rough cheviot, 44

inches long, full box fly-front, back

hangs loosely from shoulders, silk vel-

vet collar, coat sleeves, turn-back cuffs

lined throughout with black satin

omen's Three-quarter Coats, made

double-breasted front draping from

with several rows of

with black satin, \$10.74.

stitching, lined

cold day.

others at \$1.00; our price 69c.

every thread pure Australian wool, 56

inches wide; the quality that others call "cheap" at \$1.50; our \$1.19

tions will create curiosity. You'l

nately bought.

satin medallions and braid, \$1.84.

high neck, long and short sleeves, necl and front linished with hand crochet-

Men's Underwear.

Men's Natural Wool Shirts, silk binding, ribbed bottoms; Drawers to match double gussets, taped seams, \$1.19. Men's Fine Natural Wool Shirts, ex-

seams, \$1.44. Men's Ribbed Mercerized Shirts and Drawers, blue, pink and lavender grounds, with neat stripes, pearl but-

Another line of Axminster Rugs, beau-

Size 8 x 10 ft ..... \$17.48 Size 9 x 12 ft..... \$19.98 Chenille Axminster Rugs, effective

## ibrary or den; size 6x9 feet, \$7.74

he designs and colorings are bright -charming copies of Oriental highpriced, hand-woven styles. Their beauty stands out sharp and distinct. Two sizes; two very attractive

Ten-wire and Smith's best Tapestry Brussels, beautiful styles for par-

to Royal Wiltons rich Persian patterns and exquisite rug patterns with matching borders. The quality that others 98° sell at \$1.50; our regular price\$1.34; reduced for this sale to

Five-frame Body Brussels, best make, artistic designs and color schemes,

\$1.00 to \$1.35; our prices for this sale 69c. and

# Parlor Suits Reduced.

finely carved, others have crotch mahogany-veneered frames, uphols'ered with satin damass and Verona A hundred Suits disposed of in the

#### Three-Piece Suits. \$10.96 instead of \$14.95 \$37.74 instead of \$49.99

# Five-Piece Suits.

Dining Chairs, handsome quartered oak frame, high banister back, box seat, French legs, hand caned; others charge \$2.50; our price \$1.74. Dining Tables, solid oak, 42x42 inch square top, heavy turned legs, may be extended six feer, others charge \$5.50

# Good Groceries.

leas. Have a cup brewed in the store—and drink it before body and aroma will not vary. We are very careful on that point.

#### pound; our price during this 41c three-day sale .....

Ceylon Luncheon.

Our special impo tation, the quality

others usually sell at 75c.

Mayflower Mixed.

Oolong and Mixed, the quality others usualty sell at 40c. a pound; our price during this three-day sale, package containing two 54°

"Lily White" Catsup.

-flavorous and rich.

Miscellaneous. Maple Syrup, pint bottles, 19c.; quart

pound flat cans, 15c. Canadian Kippered Herring, can, 12c Norway Mackerel, five-pound pails, 84c.; ten-pound kits, \$1.32. Bloater Mackerel, ten-pound kits, \$1.56 Clam Chowder, three-pound cans, 17c

cans, 8c. Macaroni, Spaghetti, Vermicelii and

pound packages, 7c.; half-pound packages, 13c.; pound packages, 24c.
Royal Brand Shredded Cocoanut, quarter-pound, 5c.; half-pound, 9c.; pound, 17c. Peach and Pear Butter, three-pound stone crocks, 29c.
Pineapples, eyeless and coreless, two

Red Star Scouring Soap, box of one

Washing Powder, pound packages, Sc.